

### REMARKS

The foregoing amendment and the following arguments are provided generally to impart precision to the claims, by more particularly pointing out the invention, rather than to avoid prior art.

Claims 1-5, 7-14, 16-20, 22-29 and 31-41 are currently pending. Claims 1, 16 and 31 are currently amended. New claims 42-45 are added. Support for the amendments is found in the specification, the drawings, and in the claims as originally filed. No new matter has been added.

#### Rejections Under 35 U.S.C. §102(e)

Claims 1-5, 7-14, 16-20, 22-29 and 31-41 were rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,216,111 ("Walker"). Applicant respectfully disagrees.

Walker (see, e.g., in Column 2, lines 55-67; Column 8, lines 34-42; Column 3, lines 50-55; Column 8, lines 35-67) does not teach "receiving, from one or more users, one or more selections for a selected advertising link from one or more interactive advertising links" and "responsive to the one or more selections for the selected advertising link, establishing a real-time communications link between the one or more users and an advertiser of the selected advertising link".

In claim 1, "a real-time communications link" is established in response to "one or more selections for a selected advertising link", which is different from the arrangement disclosed in Walker.

In Walker, there is no indication of *an interactive advertising link* that can be selected to establish a real-time communication link. According to Walker, a customer *either* makes a phone call using a telephone, *or* dials using a computer, to connect to a central controller (101), after the customer receives an offer to receive a sales presentation in exchange for a value. The offer is provided in the monthly credit card statement or, alternatively, in a separate direct mail advertisement, a broadcast advertisement, or electronic mail (see, e.g., Column 5, lines 19-27, of Walker). The offer includes the phone number to call (or dial) (see, e.g., Column 5, lines 20-21, of Walker).

Column 8, lines 34-42, of Walker discloses that “the customer might dial into an Internet site to open a channel of communication”. The channel of communication is established through the customer dialing into the Internet site using a computer, not through the selection of an interactive advertising link. In this example, “the customer’s personal computer would take the place of the telephone” (Column 8, lines 37-38, of Walker).

Thus, in Walker, the customer uses *either* the personal computer *or* the telephone to dial the phone number, after reading the offer. There is no indication of selection of an *interactive advertising link* to establish a real-time communication link.

Since what is claimed in claims 1, 16 and 31 is different from what is disclosed in Walker, the withdrawal of the rejections for claims 1, 16 and 31 is respectfully requested. Dependent claims are also patentable over Walker, at least for the reasons discussed above for the independent claims.

Claims 5 and 20:

For the rejection of claims 5 and 20, the Office Action mistakenly asserted that Column 8, lines 50-62, of Walker teaches “measuring a duration of the interaction between the one or more users and the advertiser; and calculating the billing amount for the advertiser based on the duration of the interaction and a time-based price paid by the advertiser”.

Column 8, lines 50-62, of Walker provides an example of offering the customer to listen to a recorded presentation. The offer specifies the length of the recorded presentation (e.g., 6 minutes) and the reward (e.g., \$10) if the customer listens to the recorded presentation. There is no “*measuring* a duration of the interaction between the one or more users and the advertiser” in this example. Further, if the customer listens to the recorded presentation, the 6-minute duration is for a recorded presentation, not the *interaction* between the customer and an *advertiser*.

Since the Office Action misinterpreted the reference, the withdrawal of the rejections for claims 5 and 20 is respectfully requested.

Claims 9, 24 and 37:

For the rejection of claims 9, 24 and 37, the Office Action mistakenly asserted that Column 3, lines 50-55, of Walker teaches “establishing a real-time video communications link”. There is no indication of “video” in Column 3, lines 50-55, of Walker. Thus, the withdrawal of the rejections for claims 9, 24 and 37 is respectfully requested.

Rejections Under 35 U.S.C. §103(a)

Claims 14, 29 and 40 were rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,216,111 ("Walker"). Applicant respectfully disagrees.

For the rejection of claims 14, 29 and 40, the Office Action mistakenly asserted that Column 3, lines 30-55 and Column 8, lines 27-42, of Walker teaches “an interactive seminar”. In Walker, a communication session is started after the customer dials the phone number (or after the customer answers the unsolicited incoming call); and the communication session ends when the phone call ends. In Walker there is no concept of “an interactive seminar” in which a customer can select and participate. Activating a seminar such that one or more users can subsequently join the seminar is different from starting a communication session separately for each customer. Thus, it is a mistake to assert that Column 8, lines 27-42, of Walker teaches “activating the seminar, such that one or more users can select and participate in the interactive seminar”. Thus, the withdrawal of the rejection for claims 14, 29 and 40 is respectfully requested.

New Claims 42-45

New claims further recite features that are not found in Walker. For example,

42. (New) The method of claim 1, further comprising:  
providing a web page including the one or more interactive advertising  
links to receive the one or more selections.
43. (New) The method of claim 42, wherein the real-time communications link established is separate from a communications link used in the  
providing of the web page.

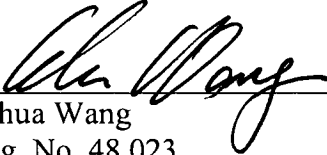
44. (New) The method of claim 1, wherein the establishing of the real-time communications link comprises:  
conferencing together a first real-time communications link established to the one or more users and a second real-time communications link established to the advertiser of the selected advertising link.
45. (New) The method of claim 44, wherein the advertiser is concurrently connected to more than one user who selected the advertising link.

### CONCLUSION

It is respectfully submitted that all of the Examiner's objections have been successfully traversed and that the application is now in order for allowance. Accordingly, reconsideration of the application and allowance thereof is courteously solicited.

Respectfully submitted,

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